

ASSIGNMENT QUESTIONS: “HelloWallet”

1. How do the concepts of behavioral finance create opportunities for HelloWallet?
2. How do the concepts of behavioral finance create challenges for HelloWallet?
3. What are the market forces that create opportunities and challenges for adoption of HelloWallet?
4. How should HelloWallet allocate its resources for its two distribution channels?
5. How should HelloWallet price its service for its direct-to-consumer channel and its enterprise channel?
 - a. Should the company have a free trial and, if so, when should it take credit card information?